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ABSTRACT

A survey was conducted of students in 77 of the 144 two-year foodservice management programs in the United States to assess their knowledge of and attitudes toward fast food restaurant management as compared to full service restaurant management. A total of 1,403 students from 44 programs responded. Results indicated that the food service management students were of the opinion that full service restaurant managers receive higher salaries, work longer hours, experience more job satisfaction, have more job security, are in a more prestigious position, have more promotional opportunities, have more autonomy, and perform more difficult tasks than fast food service managers. Evaluation of the survey instrument also led to the conclusion that the fast food industry is not well-known among two-year foodservice management students and that fast food management careers hold little interest for these students. Appendices contain the survey instrument and a list of the two-year programs participating in the study. (MB)

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A SURVEY TO DETERMINE IF SIGNIFICANT DIFFERENCES EXIST IN THE SCORING OF SELECT MANAGEMENT AREAS FOR FAST FOOD AND FULL SERVICE RESTAURANT MANAGERS BY TWO-YEAR FOODSERVICE MANAGEMENT STUDENTS

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STATEMENT OF THE PROBLEM

The problem of this study was to determine two-year foodservice management students opinions of select management areas for fast food restaurant managers and full service restaurant managers.

PURPOSE OF THE STUDY

The purpose of this study was to compare two-year foodservice management students opinions of fast food restaurant management and full service restaurant management.

HYPOTHESES

The following null hypotheses were tested:

1. There is no significant difference in the scoring by two-year foodservice management students of fast food restaurant management salaries and full service restaurant management salaries.

2. There is no significant difference in the scoring by two-year foodservice management students of management working hours between fast food restaurant managers and full service restaurant managers.

3. There is no significant difference in the scoring by two-year foodservice management students of job satisfaction between fast food restaurant managers and full service restaurant managers.

4. There is no significant difference in the scoring by two-year foodservice management students of management security between fast food restaurant managers and full service restaurant managers.

5. There is no significant difference in the scoring by two-year foodservice management students of management prestige between fast food restaurant managers and full service restaurant managers.

6. There is no significant difference in the scoring by two-year foodservice management students of management promotional opportunities between fast food restaurant managers and full service restaurant managers.

7. There is no significant difference in the scoring by two-year foodservice management students of management autonomy between fast food restaurant managers and full service restaurant managers.

8. There is no significant difference in the scoring by two-year foodservice management students of the difficulty of management tasks between fast food restaurant managers and full service restaurant managers.

LIMITATIONS

This study was limited by the inability of the research to control:

1. The interpretation of the select management areas by two-year Hotel, Restaurant, and Institutional Management students.

2. The knowledge and expertise of the respondent with regard to fast food and full service management activities.

DELIMITATIONS

The delimitations of this study were:

1. Two-year Hotel, Restaurant, and Institutional Management students.

2. Seventy-seven of the one hundred forty-four two-year schools offering a program in foodservice management.

3. Eight management areas identified in a study by Michigan State University researchers.

PROCEDURES

The procedures section was organized into four areas:

1. Problem formulation
2. Development of the research instrument
3. Sample selection
4. Treatment of data.

PROBLEM FORMULATION

This research paper was formulated as a result of a survey of 929 Hotel, Restaurant, and Institutional Management students ranging from freshmen through the graduate level enrolled in hotel, restaurant, and institutional management programs in United States universities. The survey was conducted in 1977 by Donald Bell and John Stefanelli of Michigan State University. Purposes of their survey were to determine the knowledge of and sentiment towards the fast food industry by four-year hotel, restaurant, and institutional management students. Evaluation of the survey led to the conclusion that the fast food industry is not well known among four-year hotel, restaurant, and institutional management students and that fast food careers hold little interest for students in select four-year hotel, restaurant and institutional management programs around the country. As a result of this survey of four-year students, a study of two-year foodservice management students was conducted.

A survey of 1,402 two-year foodservice management students was conducted to determine student knowledge and sentiment towards fast food restaurant management as compared to full service restaurant management.

The information from this study should be helpful to administrators and faculty of two-year foodservice management programs as they perceive their role in preparing students for the foodservice industry to determine if student opinions and desires are in line with the educational mission of their program.

DEVELOPMENT OF THE RESEARCH INSTRUMENT

The research instrument (Appendix A) that was employed in this study was adopted from the Michigan State study and modified by the researcher.

SAMPLE SELECTION

A total of seventy-seven two-year foodservice management programs located in the United States were used for this study. These programs were selected by means of a systematic sampling from a list provided by the United States Office of Education. This list included all two-year foodservice management programs in the United States identified by the United States Office of Education. It was determined by the researcher that one-half (77) of all two-year foodservice management programs listing one hundred forty-four (144) would be selected for the study (Appendix B). The starting point for this systematic sample was determined by a flip of the coin.

An introductory letter (Appendix C) along with fifty survey instruments and a postage paid return envelope was sent to the director of each of the seventy-seven two-year foodservice management programs.

TREATMENT OF THE DATA

The data collected from the respondents was coded and entered onto IBM data cards for processing by the computer. The SPSS subprogram Frequencies was used to obtain mean scores and standard deviations. The SPSS subprogram Crosstabs was also employed to investigate sets of relationships among the variables and compute analysis of variance of the data.

FINDINGS

The following eight management areas were submitted to a systematic sample of two-year foodservice management students across the United States.

1. Management Salaries
2. Management Working Hours
3. Management Job Satisfaction
4. Management Security
5. Management Prestige
6. Management Promotional Opportunities
7. Management Autonomy
8. Difficulty of Management Tasks

The student sample was instructed to score the management areas for fast food and full service restaurant management by circling the appropriate number of one through five. Students were instructed that a scoring of one indicated a low opinion of the area while a score of five indicated a high opinion of the area.

A total of forty-four programs representing 57.27 percent of the total sample returned the instrument. This resulted in 1,403 respondents from the forty-four programs.

STATISTICAL ANALYSIS OF THE INSTRUMENT

To analyze the instrument, the data was coded and entered onto IBM data cards. The SPSS frequencies computer program was run to determine mean scores for each select management area in both fast food and full service restaurant management.

In order to test the hypothesis regarding the differences between the means of the independent samples, the standard error of the difference between the means was estimated by the calculation of the following equation:

$$S_{n_1} - n_2 = \sqrt{\frac{SS_1 + SS_2}{n_1 \quad n_2} \left(\frac{1}{n_1} + \frac{1}{n_2}\right)}$$

The computed t value was then calculated by the following equation:

$$t = \frac{M_1 - M_2}{s_{n_1} - n_2}$$

A two-tailed t test was then used to determine significance in the mean difference at the .05 alpha level. A computed t value greater than 1.960 at the .05 alpha level was needed to reject the null hypotheses.

Null Hypotheses 1. There is no significant difference in the scoring of fast food restaurant management salaries and full service restaurant management salaries by two-year foodservice management students.

The computed t value for the mean scores in the first null hypotheses was 26.381. A computed t value greater than 1.960 was needed to indicate a significant difference at the .05 for a two-tailed t test.

Null Hypotheses 2. There is no significant difference in the scoring by two-year foodservice management students of working hours for fast food restaurant and full service restaurant managers.

The computed t value for the mean scores in the second null hypotheses was 9.356. A computed t value greater than 1.960 was needed to indicate a significant difference at the .05 alpha level for a two-tailed t test.

Null Hypotheses 3. There is no significant difference in the scoring by two-year foodservice management students of job satisfaction for fast food and full service restaurant managers.

The computed t value for the mean scores in the third null hypotheses was 27.968. A computed t value greater than 1.960 was needed to indicate a significant difference at the .05 alpha level for a two tailed t test.

Null Hypotheses 4. There is no significant difference in the scoring by two-year foodservice management students of job security for fast food restaurant and full service restaurant managers.

The computed t value for the mean scores in the fourth null hypotheses was 11.830. A computed t value greater than 1.960 was needed to indicate a significant difference at the .05 alpha level for a two-tailed t test.

Null Hypotheses 5. There is no significant difference in the scoring by two-year foodservice management students of management prestige for fast food and full service restaurant managers.

The computed t value for the mean scores in the fifth null hypotheses was 39.675. A computed t value greater than 1.960 was needed to indicate a significant difference at the .05 alpha level for a two-tailed t test.

Null Hypotheses 6. There is no significant difference in the scoring by two-year foodservice management students of management promotional opportunities for fast food and full service restaurant managers.

The computed t value for the mean scores in the sixth null hypotheses was 5.358. A computed t value greater than 1.960 was needed to indicate a

significant difference at the .05 alpha level for a two-tailed t test.

Null Hypotheses 7. There is no significant difference in the scoring by two-year foodservice management students of management autonomy for fast food and full service restaurant managers.

The computed t value for the mean scores in the seventh null hypotheses was 13.708. A computed t value greater than 1.960 was needed to indicate a significant difference at the .05 alpha level for a two-tailed t test.

Null Hypotheses 8. There is no significant difference in the scoring by two-year foodservice management students of task difficulties for fast food and full service restaurant managers.

The computed t value for the mean scores in the eighth null hypotheses was 22.651. A computed t value greater than 1.96 was needed to indicate a significant difference at the .05 alpha level for a two-tailed t test.

SUMMARY

These findings disclose that there were significant differences at the .05 alpha level in the scoring of all management areas for fast food and full service restaurant management by a sample of two-year foodservice management students.

CONCLUSIONS

Based on the reported findings, all null hypotheses (HO) were rejected and the alternative hypotheses (HA) were accepted. Mean scores for full service restaurant management areas were higher than mean scores for fast food restaurant management areas (Appendix D) indicating that two-year foodservice management students are of the opinion that:

1. management salaries are higher for full service restaurant managers than fast food restaurant managers

2. full service restaurant managers work longer hours than fast food restaurant managers

3. full service restaurant managers experience more job satisfaction than fast food restaurant managers

4. full service restaurant managers have more job security than fast food restaurant managers

5. being a full service restaurant is more prestigious than being a fast food restaurant manager

6. there are more promotional opportunities as a full service restaurant manager than as a fast food restaurant manager

7. a full service restaurant manager has more autonomy than a fast food restaurant manager

8. tasks are more difficult for full service restaurant managers than fast food restaurant managers

Evaluation of the instrument also led to the conclusion that the fast food industry is not well known among two-year foodservice management students and that fast food management careers hold little interest for students enrolled in two-year foodservice management programs around the country.

APPENDIX A

SURVEY INSTRUMENT

SECTION I - DIRECTIONS - The purpose of this study is to ask your opinion about a list of items as they relate to both Fast Food restaurant management and Full Service restaurant management. Please indicate your belief by circling the appropriate number of each item so that a comparison may be made in each category between Fast Food restaurant management and Full Service management. For example, if you circle a five (5) on question one below in the Fast Food restaurant management category, it would indicate that you believe management salaries in Fast Food restaurant management are very high. If you circle a one (1) on question one, it would indicate that you believe management salaries in Fast Food restaurant management are very low.

QUESTION	FAST FOOD RESTAURANT MANAGEMENT					FULL SERVICE RESTAURANT MANAGEMENT				
	High				Low	High				Low
1. Management salaries in:	5	4	3	2	1	5	4	3	2	1
2. Management working hours in:	5	4	3	2	1	5	4	3	2	1
3. Management job satisfaction in:	5	4	3	2	1	5	4	3	2	1
4. Management security in:	5	4	3	2	1	5	4	3	2	1
5. Management prestige in:	5	4	3	2	1	5	4	3	2	1
6. Management promotional opportunities in:	5	4	3	2	1	5	4	3	2	1
7. Management autonomy in:	5	4	3	2	1	5	4	3	2	1
8. Difficulty of management tasks in:	5	4	3	2	1	5	4	3	2	1

SECTION II - DIRECTIONS - Please check (X) the following questions either "Yes or No":

1. _____yes _____no Have you ever worked in a Fast Food Restaurant?
2. _____yes _____no Have you ever worked in a Full Service Restaurant?
3. _____yes _____no Have you ever worked as a Fast Food Restaurant manager?
4. _____yes _____no Have you ever worked as a Full Service Restaurant manager?
5. _____yes _____no Have you ever considered a career in Fast Food Restaurant management?
6. _____yes _____no Have you ever considered a career in Full Service Restaurant management?
7. _____yes _____no Are you now considering a career in Fast Food Restaurant management?

8. ___yes ___no Are you now considering a career in Full Service Restaurant management?

9. ___yes ___no If you could only attend one job interview, would that be for a position in Fast Food Restaurant management?

10. ___yes ___no If you could only attend one job interview, would that be for a position in Full Service Restaurant management?

SECTION III - DIRECTIONS - The following scales are to determine your level of knowledge and preference as they relate to both Fast Food or Full Service restaurant management. Please indicate your level of knowledge in questions one and two by placing an (X) over the appropriate category, then your preference of study in questions three and four by placing an (X) over the appropriate category so that a comparison may be made in each category between Fast Food restaurant management and Full Service restaurant management.

I WOULD RATE MY KNOWLEDGE OF THE FAST FOOD RESTAURANT SEGMENT OF THE FOODSERVICE INDUSTRY AS FOLLOWS:

1. /

extremely high	high	average	low	extremely low
I am extremely knowledgeable about the fast food restaurant segment.	I am very knowledgeable about the fast food restaurant segment.	I am knowledgeable about the fast food restaurant segment.	I have little knowledge about the fast food restaurant segment.	I have very little knowledge about the fast food restaurant segment.

I WOULD RATE MY KNOWLEDGE OF THE FULL SERVICE RESTAURANT SEGMENT OF THE FOODSERVICE INDUSTRY AS FOLLOWS:

2. /

extremely high	high	average	low	extremely low
I am extremely knowledgeable about the full service restaurant segment.	I am very knowledgeable about the full service restaurant segment.	I am knowledgeable about the full service restaurant segment.	I have little knowledge about the full service restaurant segment.	I have very little knowledge about the full service restaurant segment.

MY PREFERENCE TO STUDY FAST FOOD RESTAURANT MANAGEMENT WOULD BE:

3. /_____/

extremely high	high	average	low	extremely low
I am extremely interested in studying fast food restaurant management	I am very interested in studying fast food restaurant management	I am interested in studying fast food restaurant management	I have little interest in studying fast food restaurant management	I have very little or no interest in studying fast food restaurant management

MY PREFERENCE TO STUDY FULL SERVICE RESTAURANT MANAGEMENT WOULD BE:

4. /_____/

extremely high	high	average	low	extremely low
I am extremely interested in studying full service restaurant management	I am very interested in studying full service restaurant management	I am interested in studying full service restaurant management	I have little interest in studying full service restaurant management	I have very little or no interest in studying full service restaurant management

APPENDIX B

TWO-YEAR FOODSERVICE MANAGEMENT PROGRAMS USED FOR THIS STUDY

1. Gadsan State Junior College - Alabama
2. College of Ganado - Arizona
3. Bakersfield College - California
4. Los Angeles Trade-Technical College - California
5. Mt. San Antonio College - California
6. Pasadena City College - California
7. San Diego Mesa College - California
8. Ventura College - California
9. Community College of Denver - Colorado
10. Manchester Community College - Connecticut
11. University of New Haven - Connecticut
12. Brevard Community College - Florida
13. Hillsborough Community College - Florida
14. Okaloosa-Walton Junior College - Florida
15. St. Petersburg Community College - Florida
16. Kapiolani Community College - Hawaii
17. Black Hawk College - Illinois
18. College of Du Page - Illinois
19. Lincoln Trail College - Illinois
21. Butler University - Indiana
22. Vincennes University - Indiana
23. Des Moines Area Community College - Iowa
24. Kirkwood Community College - Iowa

25. Butler County Community College - Kansas
26. Garden City Junior College - Kansas
27. Western Kentucky University - Kentucky
28. Montgomery College - Maryland
29. Holyoke Community College - Massachusetts
30. Ferris State College - Michigan
31. Grand Rapids Junior College - Michigan
32. Kalamazoo Valley Community College - Michigan
33. Macomb County Community College - Michigan
34. Fergus Falls Community College - Minnesota
35. University of Minnesota-Crookston - Minnesota
36. Uttica Junior College - Mississippi
37. Forest Park Community College - Missouri
38. Missoula Technical College - Montana
39. Union College - Nebraska
40. New Mexico State University - New Mexico
41. Fulton Montgomery Community College - New York
42. Monroe Community College - New York
43. State University of New York-Canton - New York
44. State University of New York-Delhi - New York
45. Villa Maria College of Buffalo - New York
46. Peace College - North Carolina
47. Wilkes Community College - North Carolina
48. University of North Dakota-Williston - North Dakota
49. Cincinnati Technical College - Ohio
50. Hocking Technical College - Ohio

51. Northwest Technical College - Ohio

52. Terra Technical College - Ohio

53. University of Toledo Community College - Ohio

54. Oscar Rose Junior College - Oklahoma

55. Rogue Community College - Oregon

56. Harrisburg Area Community College - Pennsylvania

57. Pennsylvania State University-Beaver Campus - Pennsylvania

58. Pennsylvania State University-Berks Campus - Pennsylvania

59. Pennsylvania State University-Worthington Campus - Pennsylvania

60. Williamsport Area Community College - Pennsylvania

61. Freed-Hardeman College - Tennessee

62. Roane State Community College - Tennessee

63. Volunteer State Community College - Tennessee

64. Texas Southmost College - Texas

65. Cooke County Junior College - Texas

66. Northern Virginia Community College - Virginia

67. Bellevere Community College - Washington

68. Shoreline Community College - Washington

69. Cardinal Stritch College - Wisconsin

70. Fox Valley Technical Institute - Wisconsin

71. Gateway Technical Institute - Wisconsin

72. Moraine Park Technical Institute - Wisconsin

73. University of Wisconsin Center-Marshfield - Wisconsin

74. University of Wisconsin Center-Baraboo - Wisconsin

75. University of Wisconsin Center-Green Bay - Wisconsin

76. Laramie County Community College - Wyoming

77. Oakland Community College Southeast - Michigan

UNIVERSITY OF MINNESOTA
TECHNICAL COLLEGE, CROOKSTON

Division of Hotel, Restaurant, and Institutional Management
Crookston, Minnesota 56716

APPENDIX C

January 6, 1978

ATTENTION: Restaurant Management Program Director

May I have a few minutes of your time and your student's time to help complete a research project dealing with student opinions and knowledge as they relate to both fast food restaurant management and full service restaurant management? Please note that this research project is not being conducted to satisfy course requirements or program requirements for an advanced degree. Rather, it has come about as a result of an article entitled, "Fast Food--A Career Nobody Wants?" in the October issue of Institutional Magazine.

It is my intention to conduct a survey of students in restaurant management programs and departments in two-year junior and community colleges around the country regarding their opinions and knowledge as they relate to both fast food restaurant and full service restaurant management.

Would you please distribute this questionnaire to your students and ask them to complete the information? Would you then return these questionnaires to my office using the postage paid envelope that I have provided? If at all possible, would you please return these to my office by February 1, 1978? Your cooperation in this matter would be appreciated.

Sincerely,

Thomas A. Bloom, Chairman
Division of Hotel, Restaurant,
and Institutional Management

TAB/c
Enc.

APPENDIX D

QUESTION	FAST FOOD RESTAURANT MANAGEMENT			FULL SERVICE RESTAURANT MANAGEMENT		
	HIGH	MEAN	LOW	HIGH	MEAN	LOW
1. Management salaries in:	5	2.80%	1	5	3.68%	1
2. Management working hours in:	5	3.89%	1	5	4.22%	1
3. Management job satisfaction in:	5	2.90%	1	5	3.98%	1
4. Management security in:	5	3.0 %	1	5	3.5 %	1
5. Management prestige in:	5	2.69%	1	5	4.18%	1
6. Management promotional opportunities in:	5	3.40%	1	5	3.60%	1
7. Management autonomy in:	5	2.96%	1	5	3.46%	1
8. Difficulty of management tasks in:	5	3.09%	1	5	3.98%	1

I WOULD RATE MY KNOWLEDGE OF THE FAST FOOD RESTAURANT SEGMENT OF THE FOODSERVICE INDUSTRY AS FOLLOWS:

2.99%

1. / 3.8% | 19.9% | 51.6% | 20.6% | 4.1% /

extremely high	high	average	low	extremely low
I am extremely knowledgeable about the fast food restaurant segment.	I am very knowledgeable about the fast food restaurant segment.	I am knowledgeable about the fast food restaurant segment.	I have little knowledge about the fast food restaurant segment.	I have very little knowledge about the fast food restaurant segment.

I WOULD RATE MY KNOWLEDGE OF THE FULL SERVICE RESTAURANT SEGMENT OF THE FOODSERVICE INDUSTRY AS FOLLOWS:

3.18%

2. / 5.5% | 29.4% | 46.1% | 15.8% | 3.2% /

extremely high	high	average	low	extremely low
I am extremely knowledgeable about the full service restaurant segment.	I am very knowledgeable about the full service restaurant segment.	I am knowledgeable about the full service restaurant segment.	I have little knowledge about the full service restaurant segment.	I have very little knowledge about the full service restaurant segment.

MY PREFERENCE TO STUDY FAST FOOD RESTAURANT MANAGEMENT WOULD BE:

2.84%

3. / 6.3% | 18.2% | 38.4% | 27.7% | 9.3% /

extremely high	high	average	low	extremely low
I am extremely interested in studying fast food restaurant management.	I am very interested in studying fast food restaurant management.	I am interested in studying fast food restaurant management.	I have little interest in studying fast food restaurant management.	I have very little or no interest in studying fast food restaurant management.

MY PREFERENCE TO STUDY FULL SERVICE RESTAURANT MANAGEMENT WOULD BE:

3.90%

4. / 32.1% | 36.3% | 23.5% | 6.2% | 1.9% /

extremely high	high	average	low	extremely low
I am extremely interested in studying full service restaurant management.	I am very interested in studying full service restaurant management.	I am interested in studying full service restaurant management.	I have little interest in studying full service restaurant management.	I have very little or not interest in studying full service restaurant management.

SECTION II - DIRECTIONS - Please check (X) the following questions either "Yes or No":

1.	45% yes	55% no	Have your ever worked in a Fast Food Restaurant?
2.	67% yes	33% no	Have your ever worked in a Full Service Restaurant?
3.	12% yes	88% no	Have you ever worked as a Fast Food Restaurant manager?
4.	10% yes	90% no	Have you ever worked as a Full Service Restaurant manager?
5.	49% yes	51% no	Have you ever considered a career in Fast Food Restaurant management?
6.	84% yes	16% no	Have you ever considered a career in Full Service Restaurant management?
7.	26% yes	74% no	Are you now considering a career in Fast Food Restaurant management?
8.	68% yes	32% no	Are you now considering a career in Full Service Restaurant management?
9.	19% yes	81% no	If you could only attend one job interview, would that be for a position in Fast Food Restaurant management?
10.	75% yes	25% no	If you could only attend one job interview, would that be for a position in Full Service Restaurant management?

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JAN 20